

The Cheraw Chronicle

"Tis Not in Mortals to Command Success, but We'll do More, Sempronious, We'll Deserve It."

Volume 18

CHERAW, CHESTERFIELD COUNTY, S. C., NOVEMBER 27, 1913

Number 3

This is a copy of our Rexall Store advertisement in this week's (December 6) Saturday Evening Post
Read it and profit by it.

Let The **Rexall** Store Settle Your Christmas Gift Problems

If you knew how more than 7,000 leading druggists in the United States, Canada and Great Britain have organized co-operatively in order to buy and manufacture in enormous quantities, you would understand better why The Rexall Store in your town can sell you the articles shown on these pages at such low prices. Make up your Christmas lists from these suggestions, go to The Rexall Store and see the goods. We know that if you do, you will want to buy them, because they mean sensible and satisfactory gifts at prices which you can afford.

Sweetness

HERE is a hint to you, gallant gentlemen, and to you, fair maids and matrons, whose slightest preferences expressed will govern many a choice of Christmas remembrance—just two words—important to remember and potent in delightful suggestion,

Liggett's Chocolates

Meaning a day or so of pleasure, of sharing with the home folks and friends; this is what makes Christmastide complete.

Liggett's Chocolates are as good as the best and purest ingredients and the skill of expert confectioners can produce.

Liggett's come in a wide assortment of delicious flavors and blends and nut and fruit centers. The chocolate coating is the finest that can be made.

In handsome, ribbon-tied boxes, sold at only one store in your town, The Rexall Store. A few suggestions—ask to see them.

Liggett's Chocolates, Assorted. In pounds up to five-pound boxes.

Liggett's Fruit Cordials, Chocolate Coated. In pounds.

Liggett's Butter Milk Bitter Sweets. In pounds.

Liggett's Moire Package. In "more than-a-pound" boxes.

Liggett's Dutch Box Chocolates. In pounds.

PRICES, POUNDS
80c and \$1.00

Remembrance

CAN you imagine a more acceptable gift than a great, big, beautiful box of writing paper, a hundred sheets of paper and a hundred envelopes, in white or any one of six different exquisite tints—different sizes for different kinds of letters—all tied with ribbon to match the tints—the whole box enclosed in a glazine wrapper that keeps it clean and fresh till opened? This is not ordinary, cheap quality—just-for-holiday-trade paper—it is the

Symphony Lawn Writing Paper

—stylish, of best quality, exquisite in finish and goodness.

Here is a perfect gift—one that will give pleasure and be useful for months to come.

Symphony Lawn is correct from the fashionable viewpoint. Your use of it stamps you as one who possesses refinement and good taste.

You may have Symphony Lawn in clear, pure white, or in the following tints:

Twilight Gray	Boudoir Blue
Old Lavender	Shell Pink
Surf Green	Champagne

—and you may have it in smaller boxes also, if you wish.

Costs you from 50c to \$2.00, according to quantity in the box and style of border you select.

Fragrance

IF you know some one who loves violets, and if you could bring arms and baskets and automobiles full of violets and their soft perfume and fragrance—then you would not be able to give as much pleasure as you can by a gift of one or several of the

Violet Dulce

Perfumes and Toilet Preparations

Because in them are the lasting of choicest, freshest violets—their sweetness captured and imprisoned in extracts and toilet waters and sachets, and other dainty toilet accessories, that give pleasure every day throughout the year.

Here, then, is a perfect gift that can give true pleasure.

Violet Dulce is made especially for us in Southern France, under the supervision of our own expert. For a single ounce of the essence from which it is made more than two tons of the wonderfully-sweet Parma Violets are required.

Violet Dulce Perfumes and Toilet Preparations are made in our own perfume laboratories in Boston, which are said to be the finest and most up-to-date in the world.

Some Gift Suggestions:
Violet Dulce Extract, ounce, 50c.
Violet Dulce Sachet, ounce, 50c.
Violet Dulce Toilet Water, 75c and \$1.25.
Violet Dulce Taleum Powder, 25c.
Violet Dulce Complexion Powder, 50c.
Violet Dulce Liquid Complexion Powder, 50c and \$1.00.
Violet Dulce Complexion Powder (in cake form), 35c.
Violet Dulce Dry Rouge (Theatrical No. 18), 10c and 20c.
Violet Dulce Toilet Soap, the cake, 25c.
Violet Dulce Cream, 25c and 50c.
Violet Dulce Vanishing Cream, 50c.

Christmas Gift Week
begins today at all
The Rexall Stores

In the Saturday Evening Post
on January 10 will appear
"Rexall Ad. Vantage No. 5"
on Maximum Rubber Goods

These Christmas Gifts Are Sold Only at

LADD'S DRUG STORE

The Rexall Store

CHERAW, S. C.